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ABSTRACT

The standards presented in this document are used to evaluate the educational and recreational programs of the United States Fish and Wildlife Service (FWS). These standards are grouped into the FWS interpretation and recreation (I&R) program areas of outdoor classrooms, interpretation, recreation, program information, and dedicated areas. Each standard is followed by a list of questions (evaluation criteria) which allow a "yes," "no," or "not applicable" answer. These questions address: (1) whether FWS policies and priorities are observed; (2) whether accepted planning procedures are followed; (3) whether educational programs are conducive to learning; and (4) whether recreational activities are likely to produce enjoyable experiences. In addition, the overall program goal, target audience, and program objective are provided for each program area. A glossary of terms is included. (JN)

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WHY STANDARDS?

Most everyone wants feedback on how they are performing: Am I doing what I'm supposed to be doing? Am I in compliance with Service policy? How do we compare with other field stations with similar budgets or staff? ... and so on.

The connection between a standard and a performance level is a simple means of evaluation. The standard may address and evaluate program "inputs" (such as the quality of the planning process, staff preparation, adequacy of facilities or equipment); implementation or delivery of program plans and objectives; or the "outputs" or results of a program. Because the evaluation may reveal strengths and weaknesses in a program, it may become a self-help tool to improve efforts in planning or delivering Interpretation and Recreation (I & R) programs.

The standards in this booklet are broadly written and by themselves could not adequately evaluate an I & R Program. However, the questions accompanying each standard suggest some of the ways the standard could be applied. These criteria are not intended to define every aspect of what an I & R Program should be; however, they are based on what many experts in the respective fields agree are characteristics of superior interpretive, educational, or recreational programs. The questions address a station's adherence to Fish and Wildlife Service (FWS) policies, procedures, and priorities; evaluate the effectiveness of planning and public information; and investigate some of the components of a high quality education or recreation experience.

PROCEDURE:

The standards and criteria are grouped into the I & R Program areas of Outdoor Classrooms, Interpretation, Recreation, Program Information, and Dedicated Areas. Generally questions covering safety factors and effects of visitor use on the resource are covered in sections II and III of Recreation; however, they could be applied to Outdoor Classrooms and Interpretation as well. If your station does not work plan for a particular program area, you need not respond to that section.

For program areas that apply to your station, read the standard and explanations and then read the questions. Some questions are further clarified in the right hand column and these statements should be read in conjunction with the questions. Then respond to the question in one of three ways:

- (1) "YES--this is true at our field station and if necessary we could give supporting evidence"; or
- (2) "NO--this is not the case here." Use a "no" response when the station offers a particular program or activity, but does not do what is described in the question.
- (3) "NA--not applicable." Some criteria may not (or should not) apply to a program at your station. For example, suppose a station does not have wildlife/wildlands observation trails; the correct response to a question like, "Do wildlife/wildlands observation trails go through areas that show a variety of wildlife and habitats?" is "NA" rather than "no." A "NA" response will not affect the total evaluation of an I & R Program.

You may wish to write additional comments to clarify a response.

A self help training handbook is being prepared to aid in the planning and delivery of I & R programs. The handbook, to be used with the standards, will explain the rationale for the standard/questions and identify resources for additional study and suggestions for bringing the program into compliance with applicable standards.

WHO SHOULD DO THE EVALUATION?

The questionnaire may be completed by the Outdoor Recreation Planner (ORP) (or whoever has responsibility for educational or recreational program areas) and used as a self-help tool to improve the I & R Program. Station managers, in some cases, will do the evaluation. The respondent must be familiar with day-to-day operations as well as the planning and objective-setting process for I & R. Field testing revealed one potentially beneficial use of the standards: for station manager and the ORP to work through the questions together, with the ORP supplying additional information to various criteria and explaining why a "no" response is necessary, and what changes would have to occur to respond "yes" . . . and so on. Both individuals will have a better understanding for each other's problems in management, planning, programming, or whatever.

GLOSSARY

A glossary of terms is included at the end of the booklet. The definitions are from U.S. Fish and Wildlife Service documents.

Outdoor Classrooms

GOAL

- To help develop ecological understanding and public responsibility for continuing the conservation and improvement of fish and wildlife and their environments

AUDIENCE

- Students; structured education; also 4-H, scouts, etc.

PROGRAM

OBJECTIVE

- Give students opportunities to investigate the environment and existing environmental problems

STANDARD L.A.

All Outdoor Classroom activities should incorporate Fish and Wildlife Service (FWS) policies and address FWS priorities in education and resource management.

Planning

- L.A.I. — Does this station offer any Outdoor Classroom activities?**

If the answer to I.A.1. was "no," proceed to section II, Interpretation.

- I.A.2.** Has an I & R (or master) plan been written and submitted for the station that includes a section on Outdoor Classrooms?
- I.A.3.** Is the Outdoor Classrooms section of the I & R (or master) plan reviewed and updated (if needed) on an annual basis?
- I.A.4.** Is an annual plan of work prepared for Outdoor Classrooms?
- I.A.5.** Have FWS policies affecting educational activities been analyzed and incorporated into procedures for providing Outdoor Classroom programs?
- I.A.6.** Have cultural and natural resources with potential for outdoor classrooms been identified in the I & R (or master) plan?
- I.A.7.** Have Outdoor Classroom sites been identified on a detailed station map?
- I.A.8.** Have potential sites for Outdoor Classrooms been appraised in the I & R (or master) plan?
- I.A.9.** Have learning materials that are available for Outdoor Classrooms been catalogued?
- I.A.10.** Have resources used by FWS staff in preparing for Outdoor Classrooms been inventoried and catalogued?

Using FWS Resources

- LA.11.** Do natural resource concepts presented in Outdoor Classrooms emphasize resource concepts important to FWS or the natural resources of the site?
- LA.12.** Do cultural resource concepts presented in Outdoor Classrooms emphasize management problems or cultural history concepts of the area?
- LA.13.** Do Outdoor Classroom sites provide representative samples of station resource concepts or problems?

--explanation--

--explanation--
Management guidelines and policies should be followed in conducting all educational activities of I & R including priorities in resource concepts to be emphasized, research needs, and procedures for program approval. This will help insure consistency among I & R Programs at various FWS field stations and help integrate the objectives of I & R with all other Program objectives. The Service can better achieve its objectives when consistent policies and procedures are followed at all field stations. Focusing on problems identified as Service priorities will help avoid using limited education dollars on projects with unknown impacts on FWS responsibilities.

[illegible]

Criteria I.A.2-10 address some of the components of long and short range planning as it relates to overall station management and ultimately Service-wide goals. A well-designed I & R plan defines specific Program resources, limitations, policies, goals, and how the Program will be implemented. The plan should also include a strategy for evaluating the effectiveness of both the plan and the Program.

FWS does not provide Outdoor Classrooms merely to provide education for the public. Learning experiences should ultimately benefit fish and wildlife and their (our) environment. These experiences must be directed to the most critical problems of the station resource and/or FWS (see criteria 11-18).

Cultural resource concepts (L.A. 12.) include beliefs, social forms, and material traits of racial, religious, or social groups. May cover topics as diverse as farming practices and political parties. Cultural resources should be identified in station inventories.

- [illegible]

Are activities and lesson plans of Outdoor Classroom sessions (involving FWS staff) reviewed and are records kept of:

- I.A. 30. Do you know whether the information in films, books, pictures, etc. is accurate? Do you know whether the teaching techniques used in Outdoor Classroom activities are good learning methods? If no one on the staff is qualified to make these assessments, invite someone from the area or regional office to review materials or enlist the help of a professional in education in the area.

STANDARD L.B.

All educational activities in Outdoor Classrooms should be based on sound learning theory.

--explanation--

Learning may result from many different methods of instruction and no single method will succeed in all situations. In fact, varying methods may be a good teaching technique in itself. However, some general statements describe conditions that will facilitate learning: (1) All learning is based on past learning; (2) We learn best in real situations that actively involve us physically and mentally; (3) We will not—cannot—learn in situations we perceive as being personally threatening; (4) We learn what we need to know in order to function in our worlds. The more challenges and new experiences that are encountered, the more we will learn. With this in mind FWS staff can greatly influence the quality and variety of experiences that the station site itself makes possible.

Setting Objectives

- I.B.1. Are objectives written for outdoor classroom sessions or activities?
- I.B.2. Are the objectives measurable?
- I.B.3. Are the steps for accomplishing each objective identified in a written lesson or activity plan?

Audience Identification

Have the following characteristics of participants in Outdoor Classrooms been identified and incorporated into teaching techniques or content chosen for Outdoor Classroom activities:

- I.B.4. --numbers of participants in different age groups?
- I.B.5. --types of audience grouping (class, science club, etc.)?
- I.B.6. --the subject areas represented by participating classes or workshop (e.g. art, English, science, history)?
- I.B.7. --the educational levels of the groups?
- I.B.8. --the environmental awareness of class members or workshop participants?
- I.B.9. --physical or mental limitations of participants?
- I.B.10. --geographical origin of the group/class?
- I.B.11. --amount of time participants spend on site?
- I.B.12. --the amount of use (service-provided) environmental education materials have received by teachers and other professionals in education?
- I.B.13. Is the staff familiar with the type and scope of EE in the public schools in the area?

[illegible]

Criteria B. 1-3 relate to writing objectives for Outdoor Classrooms. Objectives are concise statements of what is to be accomplished. You must specify your goals before you can decide the teaching technique or strategy to use. Specific objectives for each function of the I & R Program should be a blend of information about I & R philosophy, FWS policy, resources of the station, and the anticipated user. Objectives at the presentation level should be stated in performance or operational terms that permit evaluation. The leader must have a way to assess when or if the learning activity has been successful.

Criteria B. 4-13 relate to the concept of understanding the audience and then preparing activities to relate to that audience. Learning is facilitated by making the subject matter relevant to the purposes of the learner. All learning is based on past learning. We remember what we perceive as being useful to meeting our present or future needs and forget what we don't need. Needs are unique to each individual and to a time and place. Therefore the leader must know something about the audience to be able to relate to the audience and to involve them. Materials can be made meaningful both in terms of meeting the needs and purposes of the learner and building on what the individual already knows.

Target audiences should have been identified in the I & R planning process. General information on probable interests, awareness levels, and needs of individual audiences may be gleaned from the analysis of surveys and inventories and the "best guesses" of the leader. The leader should continually try to know each audience and seek feedback on their responses to presentations, activities, and media.

Interpretation

GOAL

- To help develop ecological understanding and public responsibility for continuing the conservation and improvement of fish and wildlife and their environments

AUDIENCE

- Recreational visitor

PROGRAM

OBJECTIVE

- Better inform the public about the environment and an individual's role in it. Occurs on or off-site

STANDARD I.L.A.

All interpretive activities of the field station should incorporate Fish & Wildlife Service policies and address FWS priorities in education and resource management.

Planning

- II.A.1. Does this station provide interpretive media or facilities for visitors?

If the answer to II.A.1. was "no," proceed to section III, Recreation.

- II.A.2. Has an I & R (or master) plan been completed for your station that includes a section on Interpretation?

- II.A.3. Is the Interpretation section of the I & R (or master) plan reviewed and updated (if necessary) annually?

- II.A.4. Have FWS policies affecting I & R programs been analyzed and incorporated into procedures for delivering interpretive services?

- II.A.5. Have resources used in preparing interpretive presentations and media been inventoried and a bibliography prepared?

- II.A.6. Have cultural and natural resources with potential for interpretation been identified in the I & R (or master) plan?

Evaluation

Are Interpretive activities and media reviewed and are records kept of:

- II.A.7. —themes and objectives addressed in the last year?**

- II.A.8. —resource concepts addressed in the last year?**

- II.A.9. --interpretive techniques used?

- II.A.10. --effectiveness of interpretive techniques chosen to interpret various concepts?

- II.A.11. —audience evaluation of interpretive activities (either formal or informal)?

- II.A.12. --staff available for interpretation (full or part-time or volunteer) including hours and expertise?

- II.A.13. —schedules of interpretive activities?**

—explanation—

Management guidelines and policies should be followed in conducting all educational activities in I & R including priorities in resource concepts to be emphasized, personnel policies, research needs, and procedure for program approval. This will help insure consistency among I & R Programs at the field station level and help integrate the objectives of I & R with all other Program objectives. The Service can better achieve its goals when consistent policies and procedures are followed at all field station. Focusing on problems identified as Service priorities will help avoid using limited education dollars on projects with unknown impacts on FWS responsibilities.

[illegible]

Criteria II.A.2-27 address some of the components of long and short range planning. All field stations should have an I & R plan that defines specific Program resources, limitations, policies, goals, and objectives, and how the Program will be fully developed and implemented. The plan should also include a strategy for evaluating the effectiveness of both the plan and the Program.

The plan should be developed as a cooperative effort by qualified staff, the concerned public, and management. Each phase of field station operations contributes to the attainment of field station goals. No individual Program can fully attain its goals without the coordinated support of all field station functions.



- In other words, is the content of interpretive presentations or media focused on the problems of fish and wildlife? A FWS policy level objective for Outdoor Classrooms, Interpretation, and Educational Assistance is to promote on Service lands programs which (1) broaden public awareness of and appreciation for the natural environment; and (2) foster maintenance and improvement of wildlife and their habitats. Criteria II.A.28-37 relate to this concept.

YES	NO	NA

II.A.35. --habitat problems?

II.A.36 --over-use of an area?

II.A.37. Was the impact on the field station environment considered in the choice of interpretive media and sites?

Any use of the resource affects it. Merely observing an organism may disturb it or its surroundings and alter natural conditions to some degree. Management must determine the acceptable limits of environmental impact and whether the benefits gained from the educational experience are worth the tradeoffs.



STANDARD II.B.
All interpretive activities should be based on learning theory and incorporate the principles of interpretation.

- IL.B.1. Are objectives written for each staff-led interpretive presentation, guided tour, or demonstration?
- IL.B.2. Do the above objectives state or include an expected outcome for each activity?
- IL.B.3. Are objectives written for each self-directed (media directed) interpretive exhibit, guided tour, or other activity?
- IL.B.4. Do the above objectives state or include an expected outcome for each activity?
- IL.B.5. Are the objectives measurable?
- IL.B.6. Are the steps for accomplishing each objective identified in a written lesson or activity plan?

Have the following characteristics of the audience been identified and incorporated into the content or interpretive technique chosen for interpretation:

- II.B.7. —amount of time spent on site?
- II.B.8. —type of visiting group (families, couples, etc.)?
- II.B.9. —average age and education level?
- II.B.10. —frequency of visits?
- II.B.11. —whether most visitors are local people or tourists?
- II.B.12. —predominant foreign language?
- II.B.13. —reasons for visiting field station?
- II.B.14. —physical or mental limitations?
- II.B.15. —interpretive activities pursued?
- II.B.16. Are informal measurements taken of the audience's attention to interpretive presentations or their retention of concepts presented?

--explanation--

Interpretation is based on how learning occurs and the generally accepted principles of interpretation from Freeman Tilden are compatible with much of present day learning theory. Unlike formal education, which has a relatively captive audience, visitors to field stations choose to participate in interpretive sessions voluntarily. If they don't enjoy the experience they will probably leave early and not return. A number of factors are involved: the visitor must feel at ease; the experience must be intrinsically rewarding; and the message must be readily understood. Creating these types of experiences requires creativity and careful planning.

[illegible]

Setting objectives (IL.B.1-6) is both a necessary part of the planning process and instruction. You must specify what you are trying to accomplish before you can decide the interpretive techniques and strategies to use. Objectives at the presentation level should be stated in performance or operational terms that permit evaluation. The leader must have a way to assess when or if the activity or presentation has been successful.

Criteria II.B.7-16 relate to identifying the audience and criteria 17 through 35 address the task of developing activities to meet the needs/characteristics of that audience. Most individuals will not enjoy—or learn from—an interpretive presentation or activity that is not relevant to their needs, interests, and backgrounds. Therefore, the leader must know something about the audience to be able to relate to the audience and to involve them. Materials can be made meaningful both in terms of meeting the needs and purposes of the learner and by building on what the individual already knows.

Target audiences should have been identified in the I & R or master plan. This should be reviewed yearly. General information on probable interests, ability levels, and needs of individual audiences may be gleaned from the analysis of surveys and inventories and the "best guess" of the planner. The leader should continually try to know each audience and seek feedback on their responses to presentations, activities and media.

ILB.17. Are the terminology, examples, and comparisons used in interpretive media within the probable vocabulary and experience of the visitor?

- II.B.18. Are the terminology, examples, and comparisons used in interpretive presentations within the probable vocabulary and experience of the visitor?

IL.B.19. --pre-school children?

- IL.B.20. --elementary age children?

- II.B.21. --youth?

- II.B.22. --family groups?

- II.B.23. --adults?

- II.B.24. --older adults?**

- ILB.25. Do FWS personnel keep lists of relevant questions asked by station visitors?

- II.B.26. Are visitors' questions used in improving interpretive media or guided activities?

- II.B.27. Are interpretive activities scheduled at times convenient to station users?

- II.B.28. Are visitors encouraged to offer comments and suggestions concerning interpretive activities?

- II.B.29. Are some exhibits changed seasonally to interpret changes in fish/wildlife populations or habitats?

- II.B.30. Are interpretive opportunities rotated within season (to interest repeat visitors) as well as season to season?

- II.B.31. Are some interpretive activities designed for a local audience?

- 11.B.32. Are interpretive tours or activities available for visitors with physical limitations?

- II.B.33. Are interpretive media or activities available for the non-sighted?

- II.B.34. Are interpretive media or activities available for individuals with hearing impairments?

- 11.B.35. Are any staff able to speak the predominant foreign language of station visitors?

[illegible]

- II.B.24. Research has shown that retired adults participate in and enjoy in-depth studies of wildlife/wildlands. They normally have more time to spend visiting the field station and many use the time to learn more about their environment.

Only five to ten percent of the non-sighted read Braille; cassette tape players or raised letters on signs may be a better communication method.

Presenting Whole Concepts

- II.B.36. Are interpretive brochures written to convey relative concepts rather than strictly facts?
- II.B.37. Is one main theme expressed in each interpretive brochure?
- II.B.38. Is one main theme expressed in each interpretive exhibit or display?
- II.B.39. Is one main theme expressed in each interpretive presentation?

Involving the Audience

- II.B.40. Do interpretive activities involve visitors as participants rather than spectators?
- II.B.41. Do interpretive activities involve the visitor with the field station environment?
- II.B.42. Are the cultural themes used in interpretive media or presentations representative of significant cultural characteristics of the site or area?
- II.B.43. Are the natural resource themes used in interpretive media or presentations representative of significant or critical natural resource characteristics of the station?
- II.B.44. Is the historical perspective of current or potential resource problems presented in some interpretive media or presentations?
- II.B.45. Do any interpretive materials address the role individuals can play in resource management?
- II.B.46. Do criteria for site selection (trails, viewing areas, blinds, and so on) include the greatest possible diversity of visual, tactile, and auditory experiences?
- II.B.47. Are brochures prepared without long blocks of continuous text?
- II.B.48. Are interpretive brochures or other media written to motivate the audience to actively investigate the subject being described?
- II.B.49. Do interpretive media or presentations attempt to involve the audience using senses beyond sight?
- II.B.50. The FWS enforces many rules that restrict use of and protect the resource; are the reasons for these rules interpreted to the public in a variety of ways?

[illegible]

Criteria 36-39 question whether a theme approach is used in preparing interpretive activities. Interpretation presents whole concepts, not just bits and pieces of information. It attempts to establish a framework on to which the learner can attach the details that create a more complete picture.

Criteria 11.B.40-50 question whether interpretive activities relate to the whole person: the whole physical, emotional, creative thinking person and all his or her senses. The best learning environments involve real objects, problems, and situations. When all senses cannot be directly involved, the next best choice is to involve the imagination in creating a real, problematic situation that is vital and relevant to the individual. The leader must provoke the interest of visitors.

This criterion (LB.42.) and the one following are based on both learning theory and FWS policy. The best learning environments are real ones—the station itself. It is also FWS policy to focus on the problems relating to fish and wildlife and their habitats—especially those on the station itself.

11.B.44-45. Some interpretive activities should go beyond an awareness of resource concepts and relate to how one's behavior affects wildlife and habitats.

I.B.47. We notice (and learn from) the unusual, the unexpected, the part that is different from the whole. Long blocks of print are visually boring and will not be read by most visitors. Attractive, unusual, innovative brochures and exhibits are much more effective.

Creating Non-threatening Environments

- II.B.51. Are safety hazards identified in interpretive media or presentations?
- II.B.52. Is hunting (or any other physically threatening activity) excluded from areas used for interpretive trails or other interpretive sites?
- II.B.53. Is the content of all interpretive presentations and media regularly monitored to insure that these are free of sexual, religious, cultural, or ethnic biases?
- II.B.54. Do FWS staff encourage visitors to ask questions during presentations?
- II.B.55. Do FWS staff correct erroneous answers or responses from audience members without causing them embarrassment?

YES	NO	NA

II.B.51-55 address the importance of creating an environment conducive to learning. The learning environment must be free from threat. Many learning theorists have observed the detrimental results of threatening situations on the learning process; more recently neuroscientists have described the physiological reactions in the brain that explain why learning cannot occur under threatening conditions. Threat involves more than the fear of physical harm. Experiences that cause the person to feel inadequate generate the expectation of threat. Punishment, ridicule, and chastisement may also be perceived as threatening to the self. An atmosphere of acceptance of individuals—their mistakes, inconsistencies, inadequacies as well as their more positive attributes—will allow learning to occur. Without this atmosphere, no method of instruction can be successful.



Recreation

GOAL

- Provide compatible recreation on Service lands where adequate funding exists and a need has been documented

AUDIENCE

- General visiting public

PROGRAM OBJECTIVE

- Support leisure activities that require fish and wildlife presence or use of wildlands

- III.A.15. Have historical consumptive uses of the resource (e.g. hunting, fishing, etc.) been identified and appropriate controls enforced?

- III.A.16. Are identified recreation-use problems addressed in educational/interpretive materials?

Has the use capacity of the following facilities/areas been identified:

- IIA.17. --picnic areas?

- III.A.18. --camping areas?

- III.A.19. --trails?

- III.A.20. --boating areas?

- III.A.21. --swimming areas?

- III.A.22. --wilderness areas?

- III.A.23. —fishing sites?

- III.A.24. —hunting areas?

- III.A.25. —visitor center?**

- III.A.26. Is the user capacity of the above facilities/areas enforced through regulations or physical/psychological barriers?

- III.A.27. Has assistance or cooperation been sought from other agencies or organizations to meet demands for recreation on a regional basis?

- III.A.28. Do recreational activities promote the station resources?**

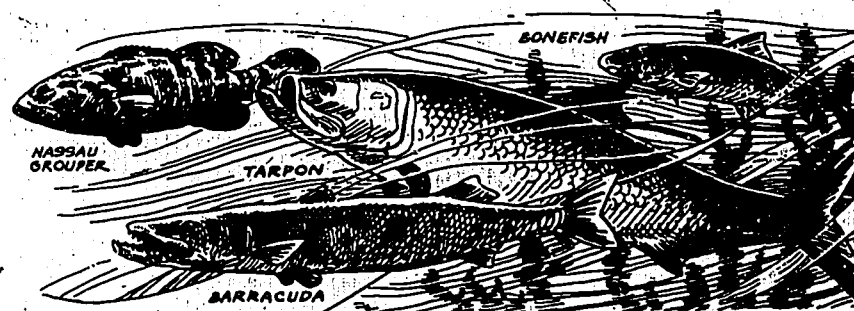
- III.A.29. Is hunting conducted in accordance with the station management plan?

[illegible]

III.A.15. deals with use trends at the site. This question may apply more to newly established stations than to those with a long existence. If station management conflicts with former uses of the site, you may encounter public relations or management problems that could be handled through educational or interpretive means.

III.A.17-25. Use capacity is determined through an analysis of several factors including physical as well as psychological conditions. Resource management objectives, physical condition and attributes of the site, and quality of recreational experience of the visitor must all be considered in determining carrying capacity.

IIIA.26. Physical barriers may include such things as limiting the number of parking spaces at a viewing area or trail head or leaving streams unbridged near the trail head; psychological barriers would be such techniques as decreasing maintenance of trails, especially at the beginning, or downplaying the description of the attractiveness of an area in its brochure.



STANDARD ILC.

Field station sites and facilities must be developed and maintained to insure the safety of the visitor.

- III.C.1. Have natural safety hazards been identified, sited on base maps, and their severity appraised?
- III.C.2. Have safety hazards in public buildings and other manmade features been identified and their severity appraised?
- III.C.3. Have safety procedures and safety monitoring techniques been identified in a safety plan, or the I & R (or master) plan?

Have safety features been incorporated in the development, management, and operation of:
 - III.C.4. —auto tour routes?
 - III.C.5. —picnic sites and facilities?
 - III.C.6. —swimming beaches or areas?
 - III.C.7. —visitor overlooks (towers, etc.)?
 - III.C.8. —boating and fishing docks?
 - III.C.9. —hunting blinds?
 - III.C.10. —hunting areas?
 - III.C.11. —parking lots?
 - III.C.12. —walking or bicycle trails?
 - III.C.13. —visitor center?
 - III.C.14. —waterways?
- III.C.15. Are law enforcement and regulatory responsibilities handled by qualified, trained personnel?
- III.C.16. Are some personnel trained in first aid techniques?
- III.C.17. Is the number of staff trained in first aid appropriate to the visitor use level?
- III.C.18. Are first aid supplies and equipment appropriate for visitor use levels?

--explanation--

Accidents or illness will destroy the recreational or educational experience. Local and state laws governing safety regulations must be observed; natural safety hazards must be identified and necessary precautions taken; and equipment and facilities must be maintained to insure visitor and employee safety. These preparations will prevent lawsuits and help insure good public relations.

[illegible]

Program Information

PROGRAM OBJECTIVE

- Communicate basic information about programs, facilities, and activities affecting fish and wildlife

AUDIENCE

- General Public

STANDARD IV.A

Basic information about field station programs, facilities, and activities available to the public should be communicated using a variety of methods.

Public Involvement

- IV.A.1. Has the station sought public involvement in management decisions within the last five years?

If the answer to IV.A.1 was "no," proceed to IV.A.11.

- IV.A.2. Has a procedure been identified for seeking public involvement?

- IV.A.3. When seeking public involvement in management decisions, are clearly defined objectives written for that involvement?**

- IV.A.4. Does the staff define the "public" whose involvement is sought?

- IV.A.3. Does the public sought include supporters and critics?**

- IV.A.6. Are notices of public involvement activities publicized through a variety of media?

- IV.A.7. Is there adequate lead time for these announcements?**

- IV.A.8. Is feedback on results of public input provided to the public?**

- IV.A.9. Are minutes or other records available of public involvement activities?**

- IV.A.10. Have the opinions of station visitors been sought on their assessment of the present I & R Program and what additional activities or opportunities are desired?**

Program Information

- IV.A.11. Are station identification signs posted at all official public entrances to the station?

- IV.A.12. Is the name of the station and the U.S. Fish and Wildlife Service accurately identified on the entrance sign(s)?**

- IV.A.13. Are visitors informed of what opportunities are available to them on the field station?

- IV.A.14. Are visitors informed of what to expect from specific opportunities at the station?**

-explanation-

Any major decision involving public lands and monies demands involvement and input from the public. The public must also be informed about public use programs on the field station. The I & R Program Management Document states that "The public will be provided opportunity to become involved in the decision-making process concerning major I & R activities and plans; public involvement efforts will be coordinated with the Executive Direction Program and Public Affairs." The Service is also responsible for keeping the public informed about the final decisions. There should be opportunity for public involvement in each step of the planning process, beginning in the earliest inventory and analysis stages.

[illegible]

- IV.A.3. Realistic description reduces the potential for false expectations or misunderstandings.**

- IV.A.4-5. Avoid claims of favoritism by securing views of all potentially affected interests.**

- IV.A.6. For example, posters, news releases, contact with public interest groups, public service announcements on television and radio, school district newsletters, or word-of-mouth campaigns.**

Criteria IV.A.11-31 deal with informing the public about field station opportunities. The Program should be promoted through a variety of methods and in a consistent manner to insure widespread dissemination of the information. Promotion may be accomplished by many methods such as news releases, bulletin boards, posters, flyers, word-of-mouth, and personal contact by the FWS staff through existing FWS programs.

- IV.A.18-19. If staff hear frequent complaints or if many calls are received requesting directions to the station, it may indicate that directions in brochures are not clear or signs too few or improperly located.

- IV.A.29-30. For example, letters to principals/teachers, descriptive brochures, schedules of opportunities, and so on.

Dedicated Areas

GOAL

- Contribute to the heritage of all Americans through the preservation and management of cultural, historic, and archeological resources, wilderness and other areas

AUDIENCE

- Varies with area

PROGRAM

OBJECTIVE

- Preserve and in some cases make available for public use a wide range of historic and natural sites

- V.A.15. Is the public fully informed at every station that inadvertent or intentional destruction of any part of an archeological site could be considered either a civil or criminal violation of the law?
- V.A.16. Have past and recent instances of vandalism been identified and damage assessed in a written summary?
- V.A.17. Is the station's personnel aware of the Service's law enforcement responsibilities in protecting archeological and paleontological resources?
- V.A.18. Does the public use plan provide for visitor education and orientation regarding the environmental role of any protection afforded historic and archeological resources?
- V.A.19. Does the station regularly check with the Regional Historic Preservation Officer to inform this official of new historic, archeological, and paleontological finds or of threatening conditions which may affect these resources?
- V.A.20. Does the station regularly review with the Regional Historic Preservation Officer to develop policies and guidelines regarding management of historic and archeological resources?
- V.A.21. Are archeological sites checked periodically to insure against threats from erosion, vandalism, grazing, tree root systems, rodent burrowing activity, cultivation or other impacts?
- V.A.22. Are Public Use Natural Area (PUNA) boundaries appropriately marked and recorded to insure integrity of the area? (refuges only)
- V.A.23. Are recreational uses of PUNAs compatible with established objectives? (Refuges only)
- V.A.24. Is the existence of a PUNA made known to the general public and professional groups interested in research or education? (Refuges only)
- V.A.25. Are Research Natural Areas protected from any influence that could alter or disrupt the characteristic phenomena for which the area was established?
- V.A.26. Has a natural area management plan been prepared that is compatible with established station objectives?
- V.A.27. Has a wilderness management plan been prepared, if applicable?
- V.A.28. Does the plan include a detailed account of permitted activities and how they will be managed (including prescribed burning; wildlife inventories; wildlife facilities; animal damage control; grazing; and weed, insect, and disease control)?

[illegible]

GLOSSARY OF TERMS**Dedicated Areas:**

Areas set aside by law or administrative action for specific restricted purposes. Examples include historic sites, wilderness areas, research natural areas, biosphere reserves, recreational trails, etc.

Environmental Education:

The process of integrating environmental concepts and concerns into the educational activities of the Service. The purpose of these educational activities is to promote an awareness of the basic ecological foundations for the inter-relationships between the human world and the natural systems of which society is a part. The primary goals of the environmental education effort in the Fish and Wildlife Service are to motivate citizens to conserve and enhance our fish and wildlife resources through active involvement in the decision-making process and to understand the role of management in the maintenance of healthy ecosystems.

The Service engages in many educational activities. Program information, interpretation, outdoor classrooms, and educational assistance are all activities dealing with education. When these activities address environmental concerns, incorporate basic ecological concepts, and focus on man's role in the ecosystem (as they should in most cases) they become forms of environmental education.

Interpretation:

In the U.S. Fish and Wildlife Service, interpretation is an educational activity aimed at revealing relationships, examining systems, and exploring how the natural world and human activities are intertwined. A goal of interpretation is to stimulate additional interest and action. Interpretation is both educational and recreational in nature. That is, participants become involved in interpretive activities because these activities are enjoyable and in the process they also learn about the complex issues facing our fish and wildlife resources. First hand experience with the environment is emphasized, although audiovisual media, exhibits, demonstrations, and presentations are often advantageous and necessary components of the program.

Non-wildlife/Wildlands Recreation:

Recreational activities which do not require wildlife or wildlands. Examples are waterskiing, swimming, camping, and so on.

Outdoor Classrooms:

The use of Service lands (primarily by teacher-led groups) for structured educational activities. Examples of activities included in this work element are environmental investigations by school groups, activities by scouts related to conservation merit badges, etc. To be considered part of outdoor classroom activities, all three of the following have to be present: (1) The educational activity focuses on the natural environment and man's role in it; (2) the activity is formally structured within an approved course of study i.e., the reward for the student is a grade, merit badge, etc.; (3) the student is involved in a "hands on" field activity on Service lands.

Program:

(When capitalized) Formal FWS Programs as defined in the Program Management System.

Program Information:

The communication of basic information about programs, facilities, and activities affecting fish and wildlife. Examples are pamphlets, brochures, leaflets, television, radio, news releases, films, exhibits, etc.

Wildlife Interpretive Center:

A self-contained unit or physical structure for the purpose of full-scale interpretation within a building using exhibits, displays, other media, and personnel.

Wildlife Interpretive Exhibit:

A free-standing display usually limited in scope to a single environmental concept, principle, or management practice (but may include historic, archeologic, and scientific characteristics, so long as they are related to the above.

Wildlife Trail:

A wildlife trail relates the natural environment to the wildlife resource to present a composite story evolving about the total community of life rather than a disassociated flower-rock-bird-soil picture. Items or objects displayed and interpreted must be related to wildlife, rather than broadly related to nature in general. The wildlife trail is developed in order to relate to the visitor--wildlife--and its significance to him/her. All objects which are interpreted will be from the standpoint of their relationships to wildlife, rather than as they stand alone.

Wildlife Trail, Conducted:

With or without signs, leaflets, and/or electronic interpretive devices, specialized personnel conduct visitors on a trail to increase their understanding and appreciation of wildlife, wildlands, or environmental relationships.

Wildlife Trail, Self-Guiding:

A self-guided designated trail, regardless of length, that affords the visitor an opportunity to increase his understanding and appreciation of wildlife and wildlands through various interpretive media. (Includes foot, canoe, and boat.) Media may include signs, leaflets, and/or electronic devices.

Wildlife/Wildlands Recreation:

Enjoyable and relaxing activities which require fish, wildlife, or wildlands, pursued voluntarily during the leisure time of the participant. This element includes hunting, fishing, wildlife observation, berry picking, hiking, nature photography, etc.